

## Stakeholder Identification Worksheet

The Stakeholder Identification Worksheet below can be used to determine your project's stakeholders, their interests, and their influence. Identifying stakeholders is a crucial step in creating a sound [public involvement plan](#)

### How to use the Stakeholder Identification Worksheet:

1. Brainstorm a list of the groups and individuals who will be affected by your project. At this stage, be as inclusive as you can – don't leave anyone out!
2. Categorize those individuals and organizations into a limited number of stakeholder groups, based on their general interests (environmental interests, ranching interests, etc.). These do not have to be perfect. Some groups and individuals cut across stakeholder categories (i.e., an off road vehicle user may be an avid bird watcher).
3. For each stakeholder group, determine if it is an organized interest or not. For example, property owners who live adjacent to federal land may not belong to an organization that represents their interests, but they may still be affected by your proposed action.
4. Evaluate how cohesive each stakeholder group is. For example, the environmental interest group may consist of a number of different organizations and individuals. Do each of the organizations and individuals in the stakeholder group share the same views and interests, or are there divisions or conflicts within the stakeholder group itself? If the group does have significant divisions or conflicts, you may need to break it down into more cohesive stakeholder groups.
5. Identify the concerns of each stakeholder group. For example: is the group concerned about access to the area, the recreational uses permitted, or the impact of your project on the local economy? Many stakeholder groups will have multiple interests.
6. If possible, determine what the impact of your project will be on each of the stakeholder groups' interests. At this stage, you may not know what the impact will be. Don't be concerned if you don't know yet - identifying these areas of uncertainty can help focus future meetings and discussions.
7. Note the type of influence that the stakeholder group has on the project. For example, one of your stakeholder groups might consist of other federal agencies with permitting or regulatory authority. Some stakeholder groups may consider litigation if they do not agree with the proposed action. The implementation of your project might depend on cooperation from a local community group or government entity.
8. Once you have identified your project's stakeholders, interests, and influence, conduct a brief set of interviews with individuals that represent the interests of key stakeholder groups. These interviews will help you test your assumptions about your stakeholders and generate ideas for a [public involvement plan](#).

<b>Stakeholder Groups</b>	<b>Organized?</b> (Yes / No)	<b>Cohesive?</b> (Yes / No)	<b>Kind of influence stakeholder has</b> (examples: political, organizational, access, financial, implementation, litigation, etc)	<b>Interests at stake</b> (examples: economic impact, values-based, policy, access, use, abutters, etc)	<b>Impact of project on interests</b> (High, Medium, Low)

Adapted from: *Participation and Social Assessment: Tools and Techniques*. J. Reitbergen-McCracker, D. Narayan.